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Statistical Reporting Service

# FLOWERS AND FOLIAGE PLANTS

Production and Sales, 1975 and 1976;  
Intentions for 1977

A81  
M342C

U.S. DEPT. OF AGRICULTURE  
BUREAU OF THE CENSUS  
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### SURVEY CHANGES AND DEFINITIONS

Beginning with this survey, seven additional floricultural crops are included; potted poinsettias, lilies, hydrangeas, geraniums, cut snapdragons, and vegetable and flowering bedding plants. Also, five additional States are included for selected crops; Alabama, Arkansas, Georgia, Kansas, and Virginia. No data for years prior to 1976 are available for these additional crops or States.

Also beginning with this survey, geographic coverage for each crop is limited to those States which in combination comprised 95 percent of the estimated total U. S. value of production during the base year 1975. No attempt is made in this report to expand reported data to account for those minor producing States not included for any of the crops shown.

All data summarized in this report reflect information furnished by commercial floriculture producers in the States shown. A commercial producer is defined as one who had \$10,000 or more in gross sales of cut flowers, flowering and foliage plants, bedding plants, or cultivated florist greens and who produced one or more of the crops surveyed.

Reported sales represent both retail and wholesale quantities sold in the calendar year shown. Flowers, plants, or materials purchased from others for immediate resale are excluded; for foliage plants this includes plants purchased but held less than 10 weeks; for potted flower plants, those purchased but held less than 4 weeks are excluded. All data for foliage and potted flower plants represent only those grown for indoor or patio use. Value data for cut flower and potted flower crops are on a "gross wholesale" basis, before deductions for sales commissions or transportation costs. Value of sales at wholesale is an equivalent value calculated by applying the average wholesale price to total sales for each State and the U. S. total. Value of sales for foliage plants, however, is on a "net sales" basis and was derived by subtracting the reported cost of plant materials purchased from the total value of all sales (retail and wholesale).

The "area used for production" is defined as the "gross" area used, including walkways and aisles. This includes that area used for growing floriculture crops under glass, plastic, cloth, or lath and outdoors. The area is counted only once if refilled several times with the same crop during the year, but if refilled with different crops is reported under each one grown.

Production in terms of the number of plants or pots grown is no longer reported beginning with this survey. Intentions for the coming year (1977) are now expressed as a comparison between the area used for growing in 1976 and area expected to be used during 1977.

## FLOWERS AND FOLIAGE PLANTS

### HIGHLIGHTS

The 1976 wholesale value of sales from the 4,996 commercial growers surveyed totaled \$703 million for the selected crops included in this report. This report provides coverage for 9 crops included in previous surveys and, in addition, includes data for the first time for 7 additional crops and 5 more States. All cut flowers and potted flowers accounted for \$347 million, or 49 percent of the total value, with bedding and foliage plants adding the remaining \$356 million. California was the Nation's leading State in value of sales with \$200 million in wholesale value and Florida was second at \$147 million. Other large producing States, ranked in descending order, were Ohio, Michigan, Pennsylvania, New York, Massachusetts, and Illinois.

Of the crops for which comparison with 1975 is possible, the flower crops increased 10 percent in 1976 to \$259 million in wholesale value of sales, and the grand total climbed 18 percent to \$495 million. Foliage plants showed the greatest increase in wholesale value with a 28 percent increase from 1975 and potted mums ran a close second at 25 percent above a year earlier. Standard mums was the only crop to show a decline, although very slight.

Vegetable bedding plants topped all other crops in terms of the average value per square foot at \$3.10 with potted mums and tea roses not far behind at \$2.99 per square foot. Of the crops reported in previous years, potted mums, sweetheart roses, and foliage plants showed declines in the average value per square foot compared with 1975. Gladioli made a large gain with a value of \$2,069 per acre compared with \$1,843 per acre in 1975.

#### STANDARD CARNATIONS

Sales of standard carnations in the six major producing States totaled 518 million blooms in 1976, off 8 percent from a year earlier. These blooms were grown on 28.8 million square feet, nearly equal to the 1975 figure. The equivalent wholesale value of all sales (retail and wholesale) rose to \$46 million, 5 percent above the previous year.

Output for 1977 is expected to take another drop as growers report intentions to raise standard carnations on only 28.0 million square feet, down 3 percent from 1976. California, which accounts for nearly three-fourths of the total, will be down only 2 percent in area of production.

#### MINIATURE CARNATIONS

Growers of miniature carnations in the seven major producing States sold 5 million bunches in 1976, up 19 percent from the comparable total in 1975. The area used for production rose to 2.7 million square feet from 1975's 2.5 million. Sales were valued at \$6 million, 20 percent higher than a year earlier.

Intentions for 1977 call for another increase, as 3.0 million square feet are expected to be devoted to the crop, an 11 percent increase from 1976.

#### STANDARD CHRYSANTHEMUMS

Sales of standard mums in the 14 major producing States climbed to 140 million blooms, up 3 percent from 1975. The area used for production slipped, however, to 22.4 million square feet compared with 23.4 million in 1975. This year's sales were valued at \$29 million, nearly equal to the year earlier level.

Another decline in area of production is in the offing, as producers report they intend to utilize only 21.5 million square feet, down 4 percent from 1976.

TABLE 1. SELECTED CUT FLOWERS, POTTED, AND FOLIAGE PLANTS: GROSS WHOLESALE VALUE OF SALES, 1975 AND 1976  
IN SELECTED STATES 1/

STATE	GROSS WHOLESALE VALUE OF SALES 2/									
	CARNATIONS			MINIATURE			STANDARD			CHRYSANTHEMUMS
	1975	1976	1975	1976	1975	1976	1975	1976	1975	POTTED
1,000 DOLLARS										
ALA										
ARK	25,507	27,006	2,237	2,984	15,959	15,388	11,602	15,175	8,545	11,150
CALIF	14,563	15,302	1,112	1,265	122	440	1,126	1,363	336	560
COLO										803
CONN										518
FLA										7,569
GA										
ILL										
IND										
IOWA										
KANS										
MD										
MASS	683	603	476	379	526	664	577	609	552	715
MICH										
MINN										
MO										
N J										
N Y										
N C	403	669	206	174	522	689	644	607	458	1,419
657	626				1,679	2,076	362	756	1,665	3,263
OHIO					2,623	2,837	445	264	639	880
OREG										1,700
PA	1,399	1,367	277	261	1,959	1,769	1,295	1,544	1,233	980
TENN										
TEX										
VA										
WASH										
WIS										
UNALL										
TOTAL	43,212	45,573	4,701	5,625	29,371	29,305	31,093	34,157	42,237	52,867

SEE FOOTNOTES ON PAGE 7.

TABLE 1. SELECTED CUT FLOWERS, POTTED, AND FOLIAGE PLANTS: GROSS WHOLESALE VALUE OF SALES, 1975 AND 1976,  
IN SELECTED STATES 1/ CONTINUED

STATE	GROSS WHOLESALE VALUE OF SALES 2/						POTTED POINSETTIAS
	GLADIOLI	ROSES	HYBRID TEA	SWEETHEART	SNAPDRAGONS	1,000 DOLLARS	
1975	1976	1975	1976	1975	1976	1975	1976
ALA							
ARK							
CALIF							
COLO							
CONN							
FLA							
GA							
ILL							
IND							
IOWA							
KANS							
KENT							
MASS							
MICH							
MINN							
MO							
NEB							
N.J.							
N.Y.							
N.C.							
OHIO							
OREG							
PA							
TENN							
TEX							
VA							
WASH							
WIS							
UNALL							
TOTAL							

SEE FOOTNOTES ON PAGE 7.

TABLE 1. SELECTED CUT FLOWERS, POTTED, AND FOLIAGE PLANTS: GROSS WHOLESALE VALUE OF SALES, 1975 AND 1976, IN SELECTED STATES 1/ CONTINUED

STATE	GROSS WHOLESALE VALUE OF SALES 2/			POTTED GERANIUMS			POTTED LILIES			POTTED HYDRANGEAS			TOTAL 13 FLOWERS		
	1975	1976	1975	1975	1976	1975	1975	1976	1976	1975	1976	1975	1976	1975	1976
1,000 DOLLARS															
ALA				307			307			171			1,204		
ARK				221			221			104			691		
CALIF	234			1,942			1,942			562			104,732		
COLO	660			319			319			76			3/		
CONN	990			305			305						3,181		
FLA				487			487						32,857		
GA				173			173			170			836		
ILL	1,970			1,146			1,146			64			14,911		
IND	1,067			258			258			131			11,559		
IOWA				451			451			62			3,756		
KANS				55			55			170			589		
MD				212			212						2,856		
MASS	5,064			903			903						15,223		
MICH	3,377			1,151			1,151			146			16,309		
MINN	3,929			439			439			161			5,217		
MO	437			365			365			178			4,637		
N J	1,257			605			605			253			8,223		
N Y	2,988			633			633			317			14,919		
N C	701			214			214			343			8,567		
OHIO	4,726			1,024			1,024			380			23,128		
OREG	521			119			119						3/		
PA	1,855			801			801			306			21,546		
TENN				123			123			91			1,965		
TEX	164			408			408			618			7,383		
VA				176			176						220		
WASH	883			364			364			55			4,776		
WIS	1,696			732			732			137			5,703		
UNALL										175					
TOTAL	30,425			13,933									5,032		
													31,781		
													346,759		

SEE FOOTNOTES ON PAGE 7.

TABLE 1. SELECTED CUT FLOWERS, POTTED, AND FOLIAGE PLANTS: GROSS WHOLESALE VALUE OF SALES, 1975 AND 1976,  
IN SELECTED STATES 1/ CONTINUED

STATE	GROSS WHOLESALE VALUE OF SALES 2/			1,000 DOLLARS	TOTAL ALL CROPS		
	FLOWERING	BEDDING PLANTS	VEGETABLE				
1975	1976	1975	1976	1975	1976	1975	1976
ALA						1,204	
ARK						691	
CALIF	7,534			26,033	45,732	61,359	199,658
COLO	1,802			501	3,594	3,872	3/
CONN	1,505			843			5,529
FLA	2,691			499			146,703
GA	846			*10,029	87,312	110,656	11,711
ILL	2,473			904			22,631
IND	1,162			584			13,305
IOWA	1,031			549			5,336
KANS	264			142			995
MD	1,618			561			8,698
MASS	2,329			741			23,036
MICH	*10,903			3,671			35,289
MINN	1,766			739			9,444
NO	909			497			6,043
N J	1,027			410			12,809
N Y	4,661			2,168			27,031
N C	1,214			*1,215			10,996
OHIO	8,666			3,375			48,987
OREG	1,263			509			3/
PA	2,766			1,335			30,773
TENN	365			199			2,529
TEX	1,109			*649	6,144	9,966	19,107
VA	968			557			1,745
WASH	1,289			463			6,528
WIS	1,861			798			8,362
UNALL							43,440
TOTAL				62,022	57,971	184,898	235,768
							702,520

1/ DATA FOR YEARS PRIOR TO 1976 NOT AVAILABLE FOR CROPS AND STATES AS INDICATED ON PAGE 2.

2/ EQUIVALENT WHOLESALE VALUE OF ALL SALES FOR ALL CROPS EXCEPT FOLIAGE; FOR FOLIAGE, BASED ON NET VALUE OF SALES.

3/ UNALLOCATED TO AVOID DISCLOSURE OF INDIVIDUAL OPERATIONS.

\* INCLUDES VALUE OF SALES FROM "OPEN ACREAGE" GROWN OUTDOORS.

TABLE 2. CARNATIONS, STANDARD: NUMBER OF PRODUCERS, AREA FOR PRODUCTION, SALES, PRICE, WHOLESALE VALUE, 1975 AND 1976, AND INTENDED AREA FOR PRODUCTION, 1977, IN SELECTED STATES

STATE	PRODUCERS	AREA FOR PRODUCTION			PERCENT 1,000 SQ. FT.	1,000 BLOOMS	PERCENT 1,000 BLOOMS	PERCENT 1,000 BLOOMS	CENTS	1,000 DOLLARS	VALUE OF SALES AT WHOLESALE 1/		
		1975	1976	1975		1977	1975	1976	1975	1976			
NUMBER	1,000 SQ. FT.	PERCENT	1,000 BLOOMS	PERCENT	1,000 BLOOMS	PERCENT	1,000 BLOOMS	PERCENT	1,000 BLOOMS	PERCENT	1,000 DOLLARS		
CALIF	248	230	22,096	21,158	20,631	98	380,708	355,344	100	100	6.7		
COLO	131	123	5,117	6,086	5,898	97	154,923	136,621	97	99	9.4		
MASS	34	27	333	342	315	92	5,549	5,853	65	93	12.3		
N C	9	11	268	296	285	96	3,101	5,579	96	97	13.0		
OHIO	78	66	291	293	290	99	4,937	4,202	64	62	13.3		
PA	94	82	684	593	540	91	12,165	10,281	74	85	11.5		
TOTAL	594	539	28,789	28,768	27,959	97	561,383	517,880	98	99	7.7		
											8.8		
											43,212		
											45,573		

TABLE 3. CARNATIONS, MINIATURE: NUMBER OF PRODUCERS, AREA FOR PRODUCTION, SALES, PRICE, WHOLESALE VALUE, 1975 AND 1976, AND INTENDED AREA FOR PRODUCTION, 1977, IN SELECTED STATES

STATE	PRODUCERS	AREA FOR PRODUCTION			PERCENT 1,000 SQ. FT.	1,000 BUNCHES	PERCENT 1,000 BUNCHES	PERCENT 1,000 BUNCHES	DOLLARS	1,000 DOLLARS	VALUE OF SALES AT WHOLESALE 1/				
		1975	1976	1975		1977	1975	1976							
NUMBER	1,000 SQ. FT.	PERCENT	1,000 BUNCHES	PERCENT	1,000 BUNCHES	PERCENT	1,000 BUNCHES	PERCENT	1,000 DOLLARS	1,000 DOLLARS	VALUE OF SALES AT WHOLESALE 1/				
CALIF	70	80	1,436	1,597	1,879	118	2,260	2,984	100	99	.99				
COLO	41	44	479	447	434	97	836	923	94	100	1.00				
CONN	11	10	25	27	100	64	61	75	84	1.33	1.37				
FLA	5	4	310	335	300	290	321	100	100	1.58	2.00				
MASS	23	24	178	209	243	116	273	256	65	1.23	1.37				
OHIO	28	28	31	65	34	36	106	106	82	64	1.48				
PA	32	31	65	57	58	102	142	109	46	73	1.95				
TOTAL	210	221	2,522	2,706	3,012	111	3,971	4,736	93	97	1.18				
											4,701				
											5,625				

1/ EQUIVALENT WHOLESALE VALUE OF ALL SALES.

TABLE 4. STANDARD CHRYSANTHEMUMS: NUMBER OF PRODUCERS, AREA FOR PRODUCTION, SALES, PRICE, WHOLESALE VALUE, 1975 AND 1976,  
AND INTENDED AREA FOR PRODUCTION, 1977, IN SELECTED STATES

STATE	NUMBER	AREA FOR PRODUCTION		PERCENT	1,000 BLOOMS	PERCENT	CENTS	1,000 DOLLARS
		1975	1976					
CALIF	189	158	15,177	13,797	12,859	93	93,328	99,275
FLA	14	13	1,750	2,271	2,255	99	3,980	5,450
ILL	61	49	325	318	303	95	1,706	1,445
IND	63	66	407	391	381	97	1,762	2,071
MD	25	21	317	353	320	91	1,440	1,707
MASS 2/	54	70	425	341	335	98	2,341	1,774
MICH 2/	80	55	303	210	220	105	1,777	1,060
MO	42	40	379	496	477	96	2,307	1,996
N.J	69	52	394	324	334	103	1,578	1,257
NY	124	113	556	539	550	102	2,711	2,520
NC	36	42	686	713	720	101	6,560	6,233
OHIO	190	174	1,373	1,482	1,421	96	8,771	8,837
PA	151	155	937	945	1,039	110	5,398	5,012
TENN	21	21	392	261	297	114	2,056	1,760
TOTAL	1,119	1,029	23,421	22,441	21,511	96	135,715	140,397

1/ EQUIVALENT WHOLESALE VALUE OF ALL SALES.  
2/ REVISED 1975 DATA.

TABLE 5. POMPON CHRYSANTHEMUMS: NUMBER OF PRODUCERS, AREA FOR PRODUCTION, SALES, PRICE, WHOLESALE VALUE, 1975 AND 1976, AND INTENDED AREA FOR PRODUCTION, 1977, IN SELECTED STATES

STATE	PRODUCERS		AREA FOR PRODUCTION			BUNCHES SOLD		PERCENT OF SALES AT WHOLESALE		WHOLESALE PRICE		VALUE OF SALES AT WHOLESALE 1/		
	1975		1976		INTENDED	1977	AS % OF 1977	1975	1976	1975	1976	1975	1976	
	NUMBER	1,000 SQ. FT.	PERCENT	1,000 BUNCHES	PERCENT	1,000 BUNCHES	PERCENT	1,000 BUNCHES	PERCENT	1,000 BUNCHES	PERCENT	1,000 DOLLARS	1,000 DOLLARS	
CALIF	199	177	14,581	15,265	13,349	87	17,606	18,506	100	99	.66	.82	11,602	15,175
CONN	38	39	166	390	368	94	247	467	52	49	1.36	1.50	336	701
FLA	37	34	19,018	15,814	15,083	95	10,616	10,484	100	100	.96	.96	10,191	10,065
ILL	63	47	296	258	237	92	324	265	49	62	1.22	1.45	395	384
IND	58	58	270	242	251	104	304	291	49	53	1.33	1.12	404	326
MASS 2/	102	87	400	417	427	102	377	367	67	71	1.53	1.66	577	609
MICH	78	53	650	330	335	102	590	305	40	66	1.25	1.50	738	458
MINN	65	49	258	260	238	92	537	389	49	59	1.20	1.56	644	607
MO	32	28	160	212	203	96	302	193	52	88	1.20	1.37	362	264
N J	67	48	334	288	294	102	340	220	59	84	1.31	1.44	445	317
N Y	138	127	746	541	522	96	744	520	45	46	1.35	1.39	1,004	723
N C	21	23	1,501	819	682	83	788	502	99	97	1.15	1.26	906	633
OHIO	181	167	693	712	674	95	875	903	58	63	1.48	1.71	1,295	1,544
PA	136	139	1,347	1,595	1,580	99	1,752	1,941	68	74	1.03	1.97	1,805	1,883
WIS	63	50	235	269	277	103	306	250	58	66	1.27	1.87	389	468
TOTAL	1,278	1,126	40,655	37,412	34,520	92	35,708	35,603	92	94	.87	.96	31,093	34,157

1/ EQUIVALENT WHOLESALE VALUE OF ALL SALES.

2/ REVISED 1975 DATA

TABLE 6. POTTED CHRYSANTHEMUMS: NUMBER OF PRODUCERS, AREA FOR PRODUCTION, SALES, PRICE, WHOLESALE VALUE, 1975 AND 1976, AND INTENDED AREA FOR PRODUCTION, 1977, IN SELECTED STATES

STATE	PRODUCERS		AREA FOR PRODUCTION			POTS SOLD		PERCENT OF SALES AT WHOLESALE		WHOLESALE PRICE		VALUE OF SALES AT WHOLESALE 1/	
	1975	1976	1975	1976	INTENDED 2/	1977		AS % OF 1976	1975	1976	1975	1976	1,000 DOLLARS
						NUMBER	1,000 SQ. FT.						
CALIF	19	30	2,126	3,310	3,280	99	4,774	6,559	100	99	1.79	1.70	8,545
COLO	14	25	138	189	253	134	273	414	93	96	2.05	1.94	560
CONN	25	32	194	208	191	92	257	207	93	86	2.50	2.50	643
FLA	13	21	2,795	3,866	3,917	101	3,057	3,942	100	100	1.74	1.92	5,325
ILL	61	65	549	735	785	107	1,052	1,040	75	90	2.14	2.32	7,569
IND	39	46	183	232	272	117	392	364	90	86	2.58	2.73	2,251
IOWA	43	36	295	254	258	102	538	545	90	88	2.17	2.58	1,011
MD	24	36	193	239	221	92	243	311	95	69	2.27	2.30	1,167
MASS 2/	111	115	723	576	543	94	747	609	79	78	2.02	2.33	552
MICH 2/	109	117	817	1,110	1,215	109	900	1,450	76	91	1.85	2.33	715
MINN	51	47	195	202	203	100	367	365	64	90	2.06	2.41	1,419
MO	28	26	507	466	468	100	822	881	92	93	1.78	1.93	880
N J	65	65	357	577	606	105	450	560	98	95	1.42	1.75	980
N Y	141	177	660	764	767	100	854	926	85	93	1.92	2.02	1,871
N C 2/	45	52	863	869	797	92	868	1,022	94	94	2.39	2.11	2,075
OHIO	189	184	914	1,272	1,309	103	1,826	2,050	81	85	1.84	2.33	2,156
PA	127	132	551	602	617	102	1,083	1,079	89	89	2.14	2.24	3,360
TENN	21	27	362	240	242	101	355	342	97	95	2.29	2.31	2,417
TEX	25	25	1,029	1,385	1,385	100	1,857	2,031	99	100	2.08	2.27	813
WASH	26	25	216	239	261	109	514	488	94	94	2.05	2.37	790
WIS	62	56	217	354	313	88	482	576	81	85	2.17	2.22	4,610
TOTAL	1,238	1,339	13,884	17,689	17,903	101	21,711	25,761	92	94	1.95	2.05	52,867

1/ EQUIVALENT WHOLESALE VALUE OF ALL SALES.

2/ REVISED 1975 DATA

TABLE 7. GLADIOLI: NUMBER OF PRODUCERS, AREA FOR PRODUCTION, SALES, PRICE, WHOLESALE VALUE, 1975 AND 1976,  
AND INTENDED AREA FOR PRODUCTION, 1977, IN SELECTED STATES

STATE	NUMBER	AREA FOR PRODUCTION			SPIKES SOLD			PERCENT OF SALES AT WHOLESALE			WHOLESALE PRICE : SALES AT WHOLESALE 1/	
		1975		1976	1977		AS % OF:	1975	1976	1975	1976	1975
		PRODUCERS	ACRES	ACRES	PERCENT	1,000 SPIKES	PERCENT	PERCENT	PERCENT	1,000 DOLLARS	1,000 DOLLARS	1,000 DOLLARS
CALIF	8	5	970	927	89	19,559	24,996	100	100	11.5	10.5	2,249
FLA	17	12	6,609	5,754	103	132,712	121,959	100	100	8.8	9.1	11,679
ILL	15	18	580	601	513	85	8,397	9,196	99	100	7.9	11.1
MICH 2/	16	16	453	440	410	93	6,889	8,542	56	99	8.1	12.0
N J	24	19	577	475	375	79	17,946	13,622	99	100	9.1	8.0
N C	7	7	131	133	134	101	2,787	3,347	80	99	10.4	11.2
TOTAL	87	77	9,320	8,330	8,183	96	188,290	181,662	98	100	9.1	9.5

1/ EQUIVALENT WHOLESALE VALUE OF ALL SALES.  
2/ REVISED 1975 DATA.

TABLE 8. HYBRID TEA ROSES: NUMBER OF PRODUCERS, AREA FOR PRODUCTION, AREA FOR PRODUCTION, PRICE, WHOLESALE VALUE, 1975 AND 1976,  
AND INTENDED AREA FOR PRODUCTION, 1977, IN SELECTED STATES

STATE	PRODUCERS		AREA FOR PRODUCTION		BLOOMS SOLD		PERCENT OF SALES AT WHOLESALE		WHOLESALE PRICE		VALUE OF SALES AT WHOLESALE 1/	
	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976
	NUMBER	1,000 SQ. FT.	PERCENT	1,000 BLOOMS	PERCENT	1,000 BLOOMS	PERCENT	CENTS	1,000 DOLLARS	1,000 DOLLARS	1,000 DOLLARS	1,000 DOLLARS
CALIF	69	71	10,646	11,078	10,473	95	137,270	146,858	100	12.7	13.8	17,433
COLO	17	14	1,452	1,736	1,652	95	21,971	25,690	99	16.2	15.7	3,559
CONN 2/	14	13	1,541	1,310	1,313	100	17,041	15,030	96	18.6	24.5	3,170
IND	15	15	1,700	1,834	1,828	100	20,897	18,083	93	26.0	28.0	5,433
MASS	9	10	1,122	726	726	100	13,983	11,804	69	23.9	19.7	3,222
MICH	21	11	635	549	546	99	7,715	8,798	78	29.1	32.8	2,245
MINN	19	16	423	373	383	103	5,398	4,954	91	20.2	23.4	2,886
N J	8	7	288	320	320	100	4,688	4,514	99	100	24.3	1,159
N Y	18	20	1,241	1,122	1,082	96	18,851	16,476	97	100	21.9	1,139
OHIO	22	17	909	814	760	93	10,893	8,804	98	23.4	30.0	2,549
OREG 2/	30	23	1,688	1,568	1,568	100	26,097	22,473	99	23.0	27.0	6,002
PA	6	6	464	439	365	83	4,034	3,776	100	27.7	27.3	1,117
WASH	8	7	1,361	1,551	1,466	95	17,941	19,492	87	80	17.6	22.0
UNALL											3,154	4,284
TOTAL	256	230	23,470	23,420	22,482	96	306,279	306,752	96	98	17.7	19.1
											54,256	58,690

1/ EQUIVALENT WHOLESALE VALUE OF ALL SALES.

2/ UNALLOCATED TO AVOID DISCLOSURE OF INDIVIDUAL OPERATIONS.

TABLE 9. SWEETHEART ROSES: NUMBER OF PRODUCERS, AREA FOR PRODUCTION, SALES, PRICE, WHOLESALE VALUE, 1975 AND 1976,  
AND INTENDED AREA FOR PRODUCTION, 1977, IN SELECTED STATES

STATE	PRODUCERS	AREA FOR PRODUCTION			BLOOMS SOLD			PERCENT OF SALES AT WHOLESALE			VALUE OF SALES AT WHOLESALE 1/		
		1975	1976	INTENDED 2/	1977	AS % OF 1976	1975	1976	1975	1976	1975	1976	1975
		NUMBER	1,000 SQ. FT.	PERCENT	1,000 BLOOMS	PERCENT	1,000 CENTS	PERCENT	1,000 CENTS	PERCENT	1,000 DOLLARS	1,000 DOLLARS	1,000 DOLLARS
CALIF	52	51	1,455	1,502	1,469	98	34,797	34,526	100	100	8.3	8.7	2,888
COLO 2/													3,004
CONN 2/	9	11	397	316	313	99	6,917	7,201	99	95	10.2	16.8	706
ILL	12	438	516	527	102	8,271	9,682	94	94	16.3	17.2	1,345	
IND	12	9	474	304	100	9,114	6,174	72	100	11.7	12.5	1,665	
MASS	13	9	144	178	100	3,018	4,246	76	97	19.7	19.2	772	
MICH	13	9	125	138	145	105	2,387	2,813	91	93	13.0	14.5	595
MINN	15	15	99	115	100	2,196	2,073	99	100	15.8	16.4	310	
N J	9	6	270	246	262	107	6,534	5,890	99	100	16.3	18.1	347
N Y	17	16	186	219	203	93	3,734	4,480	99	99	13.0	16.5	1,066
OHIO	16	16	609	530	100	15,035	14,244	94	88	14.2	18.1	485	
PA	26	23	131	162	81	2,296	2,493	100	100	15.2	13.5	2,578	
WASH	6	6											406
UNALL	21	18	720	975	870	89	17,922	20,867	99	99	13.4	12.9	2,404
TOTAL	205	192	5,048	5,240	5,078	97	112,221	114,689	95	97	12.3	13.7	13,753
													15,661

1/ EQUIVALENT WHOLESALE VALUE OF ALL SALES.

2/ UNALLOCATED TO AVOID DISCLOSURE OF INDIVIDUAL OPERATIONS.

TABLE 10. FOLIAGE PLANTS FOR INDOOR OR PATIO USE: NUMBER OF PRODUCERS, NET VALUE OF SALES, 1975 AND 1976,  
AND INTENDED AREA FOR PRODUCTION, 1977, IN SELECTED STATES

STATE	PRODUCERS		AREA FOR PRODUCTION			NET VALUE OF SALES 1/		PERCENT OF SALES AT WHOLESALE	
	1975	1976	1975	1976	1977	1977	AS % OF 1976	1975	1976
CALIF	139	192	10,845	14,204	14,740	104	45,732	61,359	94
COLO 2/	60	71	719	944	1,062	113	3,594	3,872	92
FLA	262	354	65,032	88,376	96,902	110	87,312	110,656	100
ILL	77	86	657	879	904	103	3,796	4,343	77
MD 2/	35	48	460	1,039	1,029	99	3,522	3,663	77
MASS 2/	135	131	1,040	965	881	91	4,670	4,743	55
MICH	120	105	1,002	910	915	101	4,433	4,406	61
MINN	49	54	249	275	281	102	2,253	1,722	51
N J	81	75	988	866	934	108	3,571	3,149	85
N Y 2/	200	208	1,065	1,097	1,075	98	4,916	5,283	68
OHIO	154	173	1,159	1,464	1,402	96	6,989	13,818	75
OREG 2/	51	51	717	797	886	111	2,980	3,722	95
PA	82	95	933	1,064	1,007	95	4,986	5,066	91
TEX	44	42	2,335	3,419	3,437	101	6,144	9,966	90
TOTAL	1,489	1,685	87,201	116,299	125,455	108	184,898	235,768	92

1/ GROSS VALUE OF SALES LESS COST OF PLANT MATERIAL PURCHASED FROM OTHER GROWERS FOR GROWING ON.  
2/ REVISED 1975 DATA.

TABLE 11. SNAPDRAGONS: NUMBER OF PRODUCERS, AREA FOR PRODUCTION, SALES, PRICE, WHOLESALE VALUE, 1975 AND 1976, AND INTENDED AREA FOR PRODUCTION, 1977, IN SELECTED STATES 1/

STATE	PRODUCERS		AREA FOR PRODUCTION			STEMS SOLD			PERCENT OF SALES AT WHOLESALE			WHOLESALE PRICE			VALUE OF SALES AT WHOLESALE 2/			
	1975		1976		1977		INTENDED AS % OF 1977		1975		1976		1975		1976		1975	
	NUMBER	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	
CALIF	9	165	143	87	858	100	100	13.0	13.0	100	100	13.0	13.0	112	112	112	112	
COLOR	13	42	41	98	132	64	64	14.2	14.2	132	132	14.2	14.2	19	19	19	19	
CONN	17	36	37	103	252	18	18	19.8	19.8	252	252	19.8	19.8	50	50	50	50	
FLA	4	325	324	100	1,484	99	99	16.5	16.5	1,484	1,484	16.5	16.5	245	245	245	245	
ILL	39	123	108	88	605	69	69	15.4	15.4	605	605	15.4	15.4	93	93	93	93	
IND	40	104	101	97	576	60	60	27.1	27.1	576	576	27.1	27.1	156	156	156	156	
KAN	17	38	39	103	123	46	46	23.0	23.0	123	123	23.0	23.0	28	28	28	28	
IOWA	17	138	143	104	701	90	90	25.4	25.4	701	701	25.4	25.4	178	178	178	178	
MD	52	256	248	97	2,651	88	88	16.8	16.8	2,651	2,651	16.8	16.8	445	445	445	445	
MASS	38	110	110	100	480	71	71	21.5	21.5	480	480	21.5	21.5	103	103	103	103	
MICH	23	32	29	91	133	67	67	22.9	22.9	133	133	22.9	22.9	30	30	30	30	
MINN	14	52	50	96	241	89	89	23.6	23.6	241	241	23.6	23.6	57	57	57	57	
MO	28	120	120	100	724	88	88	17.7	17.7	724	724	17.7	17.7	128	128	128	128	
N. J.	63	232	199	86	1,129	74	74	23.8	23.8	1,129	1,129	23.8	23.8	269	269	269	269	
N. Y.	17	102	100	98	1,240	94	94	22.7	22.7	1,240	1,240	22.7	22.7	281	281	281	281	
N. N. C.	81	226	213	94	986	62	62	22.3	22.3	986	986	22.3	22.3	220	220	220	220	
OHIO	67	271	293	108	1,593	32	32	17.2	17.2	271	271	17.2	17.2	274	274	274	274	
PA	6	10	12	120	58	41	41	20.0	20.0	10	120	20.0	20.0	12	12	12	12	
TENN	9	25	29	116	254	90	90	17.5	17.5	254	254	17.5	17.5	44	44	44	44	
VA	18	72	62	86	221	83	83	15.0	15.0	72	72	15.0	15.0	33	33	33	33	
WIS																		
TOTAL	572	2,479	2,401	97	14,441	77	77	19.2	19.2					2,777	2,777	2,777	2,777	

1/ DATA PRIOR TO 1976 NOT AVAILABLE.  
2/ EQUIVALENT WHOLESALE VALUE OF ALL SALES.

TABLE 12. POTTED POINSETTIAS: NUMBER OF PRODUCERS, AREA FOR PRODUCTION, SALES, PRICE, WHOLESALE VALUE, 1975 AND 1976, AND INTENDED AREA FOR PRODUCTION, 1977, IN SELECTED STATES

STATE	PRODUCERS	AREA FOR PRODUCTION			POTS SOLD			PERCENT OF SALES AT WHOLESALE			WHOLESALE PRICE			VALUE OF SALES AT WHOLESALE 2/		
		1975	1976	1975	1976	INTENDED		AS % OF 1977	1975	1976	1975	1976	1975	1976	1,000 DOLLARS	1,000 DOLLARS
						1977	1977									
NUMBER		1,000 SQ. FT.		PERCENT	1,000 POTS	PERCENT	1,000 POTS	PERCENT	1,000 POTS	PERCENT	1,000 POTS	PERCENT	1,000 POTS	PERCENT	1,000 DOLLARS	1,000 DOLLARS
ALA	36	496	563	114	271	97	271	97	271	97	271	97	271	97	2,68	726
ARK	5	203	204	100	165	98	165	98	165	98	165	98	165	98	2.22	366
CALIF	29	2,770	2,916	105	2,069	99	2,069	99	2,069	99	2,069	99	2,069	99	4,283	4,283
COLOR	46	513	597	116	347	91	347	91	347	91	347	91	347	91	2.76	958
CONN	44	229	208	91	220	80	220	80	220	80	220	80	220	80	2.25	495
FLA	19	1,526	1,600	105	523	100	523	100	523	100	523	100	523	100	2.35	1,229
GA	56	265	304	115	184	94	184	94	184	94	184	94	184	94	2.68	493
ILL	85	1,117	1,235	111	863	87	863	87	863	87	863	87	863	87	2.78	2,399
IND	60	427	435	102	304	80	304	80	304	80	304	80	304	80	3.18	967
IOWA	50	392	402	103	319	84	319	84	319	84	319	84	319	84	2.83	903
KANS	9	167	180	108	166	93	166	93	166	93	166	93	166	93	2.19	364
MD	43	593	632	107	404	89	404	89	404	89	404	89	404	89	2.69	1,087
MASS	146	952	936	98	634	79	634	79	634	79	634	79	634	79	2.79	1,769
MICH	135	1,775	1,885	106	1,180	87	1,180	87	1,180	87	1,180	87	1,180	87	2.35	2,773
MINN	53	426	426	100	343	81	343	81	343	81	343	81	343	81	2.23	765
MO	43	380	406	107	337	93	337	93	337	93	337	93	337	93	2.81	947
N J	72	906	933	103	666	94	666	94	666	94	666	94	666	94	2.30	1,532
N Y	206	1,162	1,196	103	874	88	874	88	874	88	874	88	874	88	2.35	2,054
N C	51	836	904	108	476	91	476	91	476	91	476	91	476	91	2.35	1,119
OHIO	230	2,289	2,614	114	1,678	85	1,678	85	1,678	85	1,678	85	1,678	85	2.05	3,040
OREG	22	364	400	110	258	99	258	99	258	99	258	99	258	99	2.14	552
PA	148	1,194	1,305	109	964	75	964	75	964	75	964	75	964	75	2.04	1,967
TENN	21	221	221	100	170	97	170	97	170	97	170	97	170	97	2.61	444
TEX	32	1,159	1,320	114	582	99	582	99	582	99	582	99	582	99	2.72	1,583
WASH	34	667	726	109	381	90	381	90	381	90	381	90	381	90	2.38	907
WIS	72	543	621	114	505	81	505	81	505	81	505	81	505	81	2.69	1,358
<b>TOTAL</b>	<b>1,747</b>	<b>21,572</b>	<b>23,169</b>	<b>107</b>	<b>14,883</b>	<b>89</b>	<b>14,883</b>	<b>89</b>	<b>14,883</b>	<b>89</b>	<b>14,883</b>	<b>89</b>	<b>14,883</b>	<b>89</b>	<b>2.38</b>	<b>35,480</b>

1/ DATA PRIOR TO 1976 ARE NOT AVAILABLE.

2/ EQUIVALENT WHOLESALE VALUE OF ALL SALES.

TABLE 13. POTTED GERANIUM: NUMBER OF PRODUCERS, AREA FOR PRODUCTION, SALES, PRICE, WHOLESALE VALUE, 1975 AND 1976,  
AND INTENDED AREA FOR PRODUCTION, 1977, IN SELECTED STATES 1/

STATE	PRODUCERS	AREA FOR PRODUCTION			POTS SOLD	PERCENT OF SALES AT WHOLESALE	WHOLESALE PRICE	VALUE OF SALES AT WHOLESALE 2/				
		1975	1976	1977								
NUMBER		1,000 SQ. FT.		PERCENT	1,000 POTS	PERCENT	DOLLARS	1,000 DOLLARS				
CALIF	8	143	175	122	308	100	.76	234				
COLO	64	356	374	105	1,158	85	.57	660				
CONN	76	386	365	95	1,165	73	.85	990				
ILL	120	959	994	104	2,662	71	.74	1,970				
IND	106	623	640	103	1,595	68	.67	1,067				
IAWA	70	441	458	104	1,276	71	.71	906				
MASS	242	1,528	1,581	103	5,755	82	.88	5,064				
MICH	205	1,680	2,010	120	5,195	84	.65	3,377				
MINN	69	435	422	97	3,095	82	.30	929				
MO	41	291	100	662	74	74	.66	437				
N J	104	830	847	102	2,131	90	.59	1,257				
N Y	318	1,524	1,513	99	4,331	73	.69	2,988				
N C	63	298	320	107	552	88	1.27	701				
OHIO	365	2,753	2,881	105	8,752	73	.54	4,726				
OREG	41	244	420	172	802	89	.65	521				
PA	189	1,184	1,258	106	2,811	68	.66	1,855				
TEX	19	152	227	149	173	97	.95	164				
WASH	47	341	370	109	1,358	76	.65	883				
WIS	87	648	668	103	2,323	77	.73	1,696				
TOTAL	2,234	14,816	15,814	107	46,104	77	.66	30,425				

1/ DATA FOR YEARS PRIOR TO 1976 NOT AVAILABLE.

2/ EQUIVALENT WHOLESALE VALUE OF ALL SALES.

TABLE 14. POTTED LILIES: NUMBER OF PRODUCERS, AREA FOR PRODUCTION, SALES, PRICE, WHOLESALE VALUE, 1975 AND 1976,  
AND INTENDED AREA FOR PRODUCTION, 1977, IN SELECTED STATES 1/

STATE	PRODUCERS	AREA FOR PRODUCTION			POTS SOLD	POT	PERCENT OF SALES AT WHOLESALE	WHOLESALE PRICE	VALUE OF SALES AT WHOLESALE 2/					
		1975	1976	INTENDED										
NUMBER		1,000 SQ. FT.		PERCENT	1,000 POTS	PERCENT	PERCENT	DOLLARS	1,000 DOLLARS					
ALA	14	181	183	101	121	99	99	2.54	307					
ARK	5	84	64	76	105	100	2.10	221						
CALIF	15	972	1,038	107	1,156	98	1.68	1,942						
COLO	26	148	190	128	177	94	1.80	319						
CONN	45	122	121	99	127	82	2.40	305						
FLA	13	724	733	101	259	100	1.88	487						
GA	11	36	38	106	71	100	2.43	173						
ILL	72	331	335	101	597	92	1.92	1,146						
IND	45	82	91	111	90	81	2.87	258						
IOWA	40	166	166	100	182	89	2.48	451						
KANS	7	32	32	100	25	89	2.18	55						
MD	21	44	44	100	67	77	3.17	212						
MASS	111	336	351	104	364	87	2.48	903						
MICH	95	360	430	119	570	94	2.02	1,151						
MINN	44	159	156	98	204	88	2.15	439						
MO	22	162	161	99	252	96	1.15	365						
N. J.	61	242	250	103	245	95	2.47	605						
N. Y.	142	230	229	100	253	84	2.50	633						
N. C.	17	69	70	101	93	94	2.30	214						
OHIO	157	388	437	113	459	86	2.23	1,024						
OREG	13	66	68	103	68	98	1.75	119						
PA	120	254	243	96	385	62	2.08	801						
TENN	16	34	42	124	54	96	2.28	123						
TEX	16	200	235	118	198	100	2.06	408						
VA	19	54	54	100	63	87	2.80	176						
WASH	17	139	142	102	166	97	2.19	364						
WIS	55	177	164	93	313	87	2.34	732						
TOTAL	1,219	5,792	6,067	105	6,664	91	2.09	13,933						

1/ DATA FOR YEARS PRIOR TO 1976 NOT AVAILABLE.  
2/ EQUIVALENT WHOLESALE VALUE OF ALL SALES.

TABLE 15. POTTED HYDRANGEAS: NUMBER OF PRODUCERS, AREA FOR PRODUCTION, SALES, PRICE, WHOLESALE VALUE, 1975 AND 1976,  
AND INTENDED AREA FOR PRODUCTION, 1977, IN SELECTED STATES 1/

STATE	PRODUCERS		AREA FOR PRODUCTION		POTS SOLD		PERCENT OF SALES AT WHOLESALE		WHOLESALE PRICE		VALUE OF SALES AT WHOLESALE 2/	
	1975	1976	1975	1976	INTENDED	AS % OF 1977	1975	1976	1975	1976	1975	1976
	NUMBER		1,000 SQ. FT.		PERCENT	1,000 POTS	PERCENT	1,000 POTS	PERCENT	DOLLARS	1,000 DOLLARS	
ALA	12		112		103	92	61	100		2.80		171
ARK	5		44		49	111	46	100		2.25		104
CALIF	12		422		416	99	295	99		1.91		563
COLO	19		60		82	137	29	94		2.63		76
FLA	12		428		429	100	124	100		2.91		361
GA	23		53		56	106	56	99		3.04		170
ILL	26		23		18	78	26	55		2.47		64
IND	12		54		57	106	45	92		2.92		131
LOMA	16		24		21	88	29	93		2.15		62
KANS	7		47		48	102	128	98		1.33		170
MD 3/												
MASS	30		52		50	96	45	92		3.25		146
MICH	30		64		67	105	58	93		2.78		161
MO	16		123		122	99	196	98		.91		178
N J	20		271		279	103	112	97		2.26		253
N Y	46		195		196	101	149	98		2.13		317
N C	18		153		162	106	123	98		2.79		343
OHIO	42		160		160	100	209	98		1.82		380
OREG 3/												
PA	30		120		100	119	72			2.57		306
TENN	10		30		31	103	32	97		2.83		91
TEX	18		392		423	108	211	100		2.93		618
WASH	10		24		26	108	23	86		2.39		55
WIS	22		39		29	74	37	87		3.70		137
UNALL	12		60		59	98	72	97		2.43		175
TOTAL	448		2,950		3,003	102	2,225	96		2.26		5,032

1/ DATA FOR YEARS PRIOR TO 1976 NOT AVAILABLE.

2/ EQUIVALENT WHOLESALE VALUE OF ALL SALES.

3/ UNALLOCATED TO AVOID DISCLOSURE OF INDIVIDUAL OPERATIONS.

TABLE 16. FLOWERING BEDDING PLANTS: NUMBER OF PRODUCERS, AREA FOR PRODUCTION, SALES, PRICE, WHOLESALE VALUE, 1975 AND 1976,  
AND INTENDED AREA FOR PRODUCTION, 1977, IN SELECTED STATES <sup>1/</sup>

STATE	PRODUCERS	AREA FOR PRODUCTION			1977	AS % OF	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976				
		1975	1976	1977																	
NUMBER		1,000 SQ. FT.			PERCENT	1,000 FLATS	PERCENT	1,000 FLATS	PERCENT	FLATS SOLD	PERCENT	SALES AT WHOLESALE	PERCENT	WHOLESALE PRICE	PERCENT	SALES AT WHOLESALE	PERCENT	WHOLESALE PRICE	PERCENT		
CALIF	30	2,567	2,683	1,05	1,833	95	105	1,833	105	1,016	1,025	65	4.11	7,534	105	1,833	105	4.11	7,534		
COLO	92	1,016	1,025	101	478	65	65	478	65	739	710	68	3.77	1,802	65	478	65	3.77	1,802		
CONN	81	1,793	1,980	96	602	100	100	602	96	1,453	1,514	58	2.50	1,505	100	602	96	2.50	1,505		
FLA	17	1,980	1,110	894	894	100	100	894	100	514	113	239	3.01	2,691	100	894	100	3.01	2,691		
GA	79	514	113	239	239	58	58	239	58	1,457	1,507	803	3.54	846	58	239	58	3.54	846		
ILL	116	1,507	1,507	803	803	65	65	803	65	513	491	321	3.08	2,473	65	803	65	3.08	2,473		
IND	87	491	96	321	321	46	46	321	46	412	429	199	3.62	1,162	46	321	46	3.62	1,162		
IOWA	70	429	104	199	199	57	57	199	57	115	151	51	5.18	1,031	57	199	57	5.18	1,031		
KANS	11	151	131	51	61	5.17	5.17	51	5.17	1,188	1,204	101	61	264	5.17	51	61	5.17	264		
MD	51	1,204	101	680	680	79	2.38	680	79	1,349	1,325	98	2.38	1,618	79	680	79	2.38	1,618		
MASS	238	1,349	1,325	54	2,329	54	1.00	2,329	54	6,380	6,400	100	2.95	2,329	54	2,329	54	1.00	2,329		
MICH <sup>3/</sup>	285	6,400	100	92	3,475	92	105	3,475	92	841	818	97	4.60	10,251	92	3,475	92	4.60	10,251		
MINN	69	818	97	55	384	55	5.94	384	55	402	421	105	5.94	1,766	55	384	55	5.94	1,766		
MO	47	421	105	153	153	69	69	153	69	665	732	110	3.23	909	69	153	69	3.23	909		
N J	74	732	110	82	1,233	66	3.23	1,233	66	331	1,992	103	3.23	1,027	66	331	1,992	103	3.23	1,027	
N Y	331	2,046	103	65	3,228	75	3.78	3,228	75	74	477	569	119	3.78	4,661	75	3,228	75	3.78	4,661	
N C	74	569	119	2,683	2,683	78	3.23	2,683	78	356	4,419	111	3.23	1,214	78	356	4,419	111	3.23	1,214	
OHIO	356	4,925	104	401	401	90	3.15	401	90	54	516	107	3.15	8,666	90	54	516	107	3.15	8,666	
OREG	54	551	107	867	867	65	3.19	867	65	170	1,651	101	3.19	1,263	65	170	1,651	101	3.19	1,263	
PA	170	1,651	101	103	103	70	3.54	103	70	29	1,69	193	114	3.54	2,766	70	29	1,69	193	3.54	2,766
TENN	29	193	114	252	252	92	4.40	252	92	18	723	806	111	4.40	1,109	92	18	723	806	4.40	1,109
TEX	18	806	111	236	236	70	4.10	236	70	35	432	437	101	4.10	1,968	70	35	432	437	4.10	1,968
VA	35	646	98	358	358	78	3.60	358	78	40	657	956	100	3.60	1,289	78	40	657	956	3.60	1,289
WASH	87	954	100	486	486	49	3.83	486	49	87	31,870	33,170	104	3.83	1,861	49	87	31,870	33,170	3.83	1,861
TOTAL	2,541	31,870	33,170	104	19,706	76	3.11	19,706	76						61,370					61,370	

<sup>1/</sup> DATA FOR YEARS PRIOR TO 1976 NOT AVAILABLE.

<sup>2/</sup> EQUIVALENT WHOLESALE VALUE OF ALL SALES.

<sup>3/</sup> DOES NOT INCLUDE "OPEN ACREAGE" GROWN OUTDOORS IN THE FOLLOWING AMOUNT: 44.4 ACRES, 1976; 48.4 ACRES INTENDED FOR 1977; \$652,000 EQUIV. WHOLESALE VALUE OF ALL SALES.

TABLE 17. VEGETABLE BEDDING PLANTS: NUMBER OF PRODUCERS, AREA FOR PRODUCTION, SALES, PRICE, WHOLESALE VALUE, 1975 AND 1976,  
AND INTENDED AREA FOR PRODUCTION, 1977, IN SELECTED STATES 1/

STATE	PRODUCERS		AREA FOR PRODUCTION			FLATS SOLD		PERCENT OF SALES AT WHOLESALE		WHOLESALE PRICE		VALUE OF SALES AT WHOLESALE 2/	
	1975	1976	1975	1976	INTENDED	1977	AS % OF 1976	1975	1976	1975	1976	1975	1976
NUMBER			1,000 SQ. FT.		PERCENT	1,000 FLATS		PERCENT	DOLLARS		1,000 DOLLARS		
CALIF	44	44	3,726	3,794	102	20,338	100	1,228	26,033	1,228	26,033	1,228	26,033
COLO	80	80	286	306	107	119	56	4.21	501	4.21	501	4.21	501
CONN	75	75	420	427	102	383	60	2.20	843	2.20	843	2.20	843
FLA	10	10	231	253	110	136	100	3.67	499	3.67	499	3.67	499
GA 3/	70	70	198	224	113	94	65	3.65	343	3.65	343	3.65	343
ILL	111	111	589	599	102	280	66	3.23	904	3.23	904	3.23	904
IND	87	87	283	309	109	182	38	3.21	584	3.21	584	3.21	584
IOWA	69	69	221	234	106	111	56	4.95	549	4.95	549	4.95	549
KANS	11	11	55	66	120	29	47	4.88	142	4.88	142	4.88	142
MD 3/	44	44	257	256	100	196	77	2.86	561	2.86	561	2.86	561
MASS	213	213	514	511	99	904	48	.82	741	.82	741	.82	741
MICH	260	260	2,445	2,450	100	1,288	91	2.85	3,671	2.85	3,671	2.85	3,671
MINN	64	64	399	403	101	1,168	56	4.40	739	4.40	739	4.40	739
MO	44	44	221	228	103	85	62	5.85	497	5.85	497	5.85	497
N J	62	62	325	339	104	144	85	2.85	410	2.85	410	2.85	410
N Y	301	301	974	1,007	103	589	65	3.68	2,168	3.68	2,168	3.68	2,168
N C 3/	77	77	257	303	118	189	71	3.75	709	3.75	709	3.75	709
OHIO	342	342	1,836	1,891	103	1,103	72	3.06	3,375	3.06	3,375	3.06	3,375
OREG	48	48	207	235	114	125	85	4.07	509	4.07	509	4.07	509
PA	143	143	740	723	98	421	57	3.17	1,335	3.17	1,335	3.17	1,335
TENN	26	26	94	100	106	57	71	3.49	199	3.49	199	3.49	199
TEX 3/	4	4	22	65	295	56	100	2.60	146	2.60	146	2.60	146
VA	34	34	256	263	103	132	67	4.22	557	4.22	557	4.22	557
WASH	40	40	281	274	98	133	86	3.48	463	3.48	463	3.48	463
WIS	84	84	408	421	103	204	47	3.91	798	3.91	798	3.91	798
TOTAL	2,343	2,343	15,245	15,681	103	27,466	92	1.72	47,276	1.72	47,276	1.72	47,276

1/ DATA FOR YEARS PRIOR TO 1976 NOT AVAILABLE.

2/ EQUIVALENT WHOLESALE VALUE OF ALL SALES.

3/ DOES NOT INCLUDE "OPEN ACREAGE" OF VEGETABLE TRANSPLANTS GROWN OUT DOORS IN THE FOLLOWING AMOUNTS:

STATE	1976 ACRES	1977 ACRES INTENDED	EQUIVALENT WHOLESALE VALUE OF ALL SALES 1,000 DOLLARS
GA	7,100.0	7,000.0	9,686
MD*	90.0	90.0	506
N C	8.0	8.0	503
TEX			

\* NOT PUBLISHED TO AVOID DISCLOSURE OF INDIVIDUAL OPERATIONS.

TABLE 18. DERIVED AVERAGE VALUE PER UNIT 1/: CARNATIONS, CHRYSANTHEMUMS,  
GLADIOLI, ROSES AND FOLIAGE PLANTS, 1976

STATE	CARNATIONS			CHRYSANTHEMUMS			GLADIOLI			ROSES			FOLIAGE PLANTS		
	STANDARD		MINIATURE	STANDARD	POMPON	POTTED	AVERAGE VALUE	PER ACRE	HYBRID TEA	SWEETHEART	AVERAGE VALUE	PER SQ. FT.	AVERAGE VALUE	PER SQ. FT.	PER SQ. FT.
	AVERAGE VALUE PER SQ. FT.			AVERAGE VALUE PER SQ. FT.			AVERAGE VALUE PER SQ. FT.			AVERAGE VALUE PER SQ. FT.			AVERAGE VALUE PER SQ. FT.		
DOLLARS															
CALIF	1.28	1.87	1.12	.99	3.37	2,832	2.00				1.83				
COLO	2.51	2.83	4.52	1.80	4.25						2.32				
CONN			1.31	.60	2.49										
FLA				1.66	.64	1.96									
ILL				2.38	1.49	3.28									
IND					1.35	4.28									
IOWA						5.54									
MD															
MASS	1.76	1.81	1.88	1.46	2.99										
MICH				1.41	1.39	2.46									
MINN					2.33	2.94									
MO					1.39	4.36									
N. J.					1.25	3.65									
N. Y.					1.51	1.10									
N. C.					1.80	1.34									
OHIO	2.26	2.14	5.12	2.90	.77	2.45									
OREG					1.91	2.17	3.76								
PA	2.31	4.58	1.87	1.18	4.01										
TENN					1.93										
TEX															
WASH															
WIS															
UNALL															
TOTAL		1.58	2.08	1.31	.91	2.99									

SEE FOOTNOTES ON PAGE 24.

TABLE 18. DERIVED AVERAGE VALUE PER UNIT 1/: SNAPDRAGONS, POTTED POINSETTIAS, POTTED GERANIUMS, POTTED LILIES, POTTED HYDRANGEAS AND BEDDING PLANTS

REPORTING BOARD, SRS, USDA

FLOWERS & FOLIAGE PLANTS, MARCH 1977

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CROP REPORTING BOARD, SRS, USDA

17 BASED ON EQUIVALENT WHOLESALE VALUE FOR ALL CROPS EXCEPT FOLIAGE; FOR FOLIAGE, BASED ON NET VALUE OF SALES.

#### POMPON CHRYSANTHEMUMS

Growers in the 15 major producing States of pompon mums sold 36 million bunches, only slightly below the 1975 total. The area used to produce the crop fell to 37.4 million square feet from 1975's 40.7 million. California and Florida, together accounting for over 80 percent of the total, were off 8 percent in area from 1975. The equivalent wholesale value of the 1976 sales totaled \$34 million, \$3 million higher than in 1975.

Producers intend to grow pompons on 34.5 million square feet in 1977, down 8 percent.

#### POTTED CHRYSANTHEMUMS

During 1976 in the 21 major States, 26 million pots of mums were sold, a 19 percent jump from the previous year. The area used for production, at 17.7 million square feet, rose 27 percent and the value of sales, at \$53 million, climbed 25 percent.

Output of potted mums is expected to increase again in 1977, but not as dramatically. Growers report their intentions to fill 17.9 million square feet, or 1 percent more than in 1976.

#### GLADIOLI

Sales of gladioli grown in six principal States totaled 182 million spikes, off 4 percent from a year earlier. These plants were grown on 8,300 acres compared with 9,300 acres in 1975. The equivalent wholesale value of the crop, however, rose slightly to \$17.2 million from 1975 due to generally higher average wholesale price levels.

Growers expect to devote 8,200 acres to the crop in 1977, a 2 percent decline. In Florida, which accounts for over two-thirds of the total, intentions for the coming year are up 3 percent to 5,900 acres.

#### TEA ROSES

Producers of hybrid tea roses in the 14 major States sold 307 million blooms, slightly above the comparable 1975 figure. There were 23.4 million square feet used in the production of tea roses compared with 23.5 million in 1975. The crop was valued (wholesale) at \$59 million, up 8 percent from 1975.

Intentions for 1977 indicate a 4 percent decline to 22.5 million square feet.

#### SWEETHEART ROSES

Sweetheart rose sales in the 13 principal States climbed to 115 million blooms in 1976, compared with the 112 million of a year earlier. A total gross area of 5.2 million square feet was used to produce the crop, 4 percent higher than in 1975. The equivalent wholesale value of all 1976 sales at \$16 million was 14 percent above the comparable 1975 figure.

For 1977, a drop in growing area is expected to 5.1 million square feet, or 3 percent below the year just ended.

## FOLIAGE

Sales of foliage plants (for indoor and patio use) continued to boom as the net value of sales soared to \$236 million in 1976 from \$185 million a year ago. In Florida, the Nation's top producer, the crop's net value rose to \$111 million, up 27 percent from 1975. California's sales were valued at \$61 million, 34 percent higher than a year earlier. The area used for production was up one-third from 1975 to 116.3 million square feet; Florida and California were up 36 percent and 31 percent, respectively.

A more modest increase is intended for 1977 as 125.5 million square feet are expected to be used for growing foliage plants. This would be 8 percent above the 1976 level (44 percent higher than 1975); Florida expects a 10 percent increase and in California 4 percent more square footage is expected.

## SNAPDRAGONS

Sales of snapdragons in the 20 largest producing States totaled over 14 million stems valued at \$3 million. These sales were grown on 2.5 million square feet in gross area in 1976. For the coming year, growers intend to reduce the area devoted to the crop to 2.4 million square feet, off 3 percent from 1976.

## POTTED POINSETTIAS

Growers of potted poinsettias in 26 major States sold 15 million pots during 1976, having an equivalent wholesale value of \$35.5 million. The production was grown on 21.6 million square feet in 1976. For the coming year producers report their intentions to utilize 23.2 million square feet, up 7 percent from 1976.

## POTTED GERANIUMS

Sales of potted geraniums in the 19 principal producing States totaled 46 million pots and had a total wholesale value of \$30.4 million. Growers used 14.8 million square feet for producing potted geraniums and, if their intentions are realized, will devote 15.8 million square feet to the crop in 1977, up 7 percent from 1976.

## POTTED LILIES

Producers of potted lilies in the 27 major States sold a total of 7 million pots with a wholesale value of \$14 million. There were 5.8 million square feet used to produce the crop in 1976 and an expected 6.1 million square feet will be in production in 1977, a 5 percent increase.

## POTTED HYDRANGEAS

Growers of potted hydrangeas in 24 major producing States sold 2.2 million pots in 1976 which were valued at \$5 million. A total of 3.0 million square feet were utilized in growing the crop during the past year and an additional 2 percent are expected for 1977's crop.

## FLOWERING BEDDING PLANTS

Sales of all types of flowering bedding plants in the 25 most important States during 1976 totaled 20 million flats. The crop was grown on 31.9 million square feet and the equivalent wholesale value was placed at \$61.4 million. For 1977, growers expect to increase output by planting 33.2 million square feet, a 4 percent increase over 1976's level. Four States, California, Massachusetts, Michigan, and Ohio, accounted for over half of the Nation's sales.

## VEGETABLE BEDDING PLANTS

Producers of all types of vegetable bedding plants in the 25 major producing States registered a total sales figure of 27.5 million flats in 1976. The crop was grown on 15.2 million square feet and had a value of over \$47 million. Growers intend to utilize 15.7 million square feet during 1977, a 3 percent increase. In California, which accounted for nearly three-fourths of total sales, the area in production is expected to rise only 2 percent in 1977.

Not included in the tabulation were over 7,200 acres of vegetable transplants in Georgia, Maryland, North Carolina and Texas, with the wholesale value of sales placed at nearly \$11 million.

NUMBER OF GROWERS SURVEYED 1/

STATE	1975	1976	STATE	1975	1976
ALA <u>2/</u>		45	MINN	91	97
ARK <u>2/</u>		6	MO	59	70
CALIF	650	708	N J	177	171
COLO	154	211	N Y	282	460
CONN <u>3/</u>	72	105	N C	64	134
FLA	327	392	OHIO	486	506
GA <u>2/</u>		210	OREG <u>3/</u>	55	88
ILL	140	185	PA	246	289
IND	105	139	TENN	36	43
IOWA	69	83	TEX	60	64
KANS <u>2/</u>		14	VA <u>2/</u>		38
MD	49	75	WASH	56	61
MASS <u>3/</u>	280	347	WIS	116	100
MICH <u>3/</u>	225	355			
			TOTAL	3,799	4,996

1/ NUMBER OF PRODUCERS GROWING ONE OR MORE OF THE CROPS SURVEYED IN THE STATES SHOWN. DATA NOT COMPARABLE FROM 1975 TO 1976 DUE TO PROGRAM CHANGES (SEE PAGE 2 FOR EXPLANATION).

2/ DATA FOR YEARS PRIOR TO 1976 NOT AVAILABLE.

3/ REVISED 1975 DATA.

UNITED STATES DEPARTMENT OF AGRICULTURE  
WASHINGTON, D.C. 20250

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